

## To encourage the development of the arts infrastructure for children and young people

Young at Art will engage in partnership across arts, education, youth, tourism, social development and health to broaden support for the arts infrastructure for children and young people. It will work with artists and organisations to develop artform practice. Young at Art will advocate the benefits of arts engagement at a young age to all stakeholders.

- To develop the Open Space forum as a year-round network and a platform for debate on youth arts issues
- To develop international links and partnerships
- To increase awareness of the benefits of the arts within related sectors
- To support new work and new ways of working
- To develop opportunities for young people entering the arts as a career

## To increase quality of management

Young at Art will use internal management systems and a fundraising strategy to increase quality and limit dependency on public funding. In addition, it will explore partnerships to improve efficiency, sustainability and use of resources.

- To review and monitor policies and administration systems to maintain a high standard
- To exchange good practice with partner organisations
- To broaden the funding and support base of the organisation and its activities
- To grow earned income through increased ticket sales, sponsorship and social enterprise activities
- To establish an evaluation system that underpins and monitors all activities and identifies improvements.

# STRATEGIC STATEMENT 2007 - 2010

young  
at art.®

# A strategy for children, young people and the arts 2007 – 2010

Young at Art is an arts charity for children and young people, and the organiser of the Belfast Children's Festival.

Its vision is to make life for children and young people as creative as possible through engagement with the arts.

To achieve its vision, Young at Art will be driven by its core aims:

- To ensure quality of provision and delivery
- To encourage opportunities for inclusion and participation
- To encourage the development of the arts infrastructure for children and young people
- To increase quality of management

## Young at Art's definition of "creativity"

Creativity is the ability to produce or use original and unusual ideas. It can express the act of creating or making; but also the ability to think or be original, expressive or imaginative. Young at Art will seek to be creative in its provision and management and inspire creativity in others.

## Young at Art's target groups

For the purposes of outlining Young at Art's work, children are defined as from 0 – 12 years, young people are defined as from 13 – 18 years. Young at Art's primary target group for its work and main activity – the festival – is children while it will explore options in provision for young people during 2007 - 2010.

# OBJECTIVES FOR 2007 – 2010

## To ensure quality of provision and delivery

Children and young people are entitled to the highest quality experience of the arts – quality of its artistic content and quality of its management and delivery. Young at Art will explore gaps in Northern Ireland-wide provision and target its programme of work appropriately.

- To deliver a high quality international standard children's festival in Belfast every year
- To maintain and develop Young at Art's arts provision for children
- To develop the touring provision of high quality arts work for children
- To increase the quality of access and service to children at events and in public venues
- To explore quality arts provision for young people

## To encourage opportunities for inclusion and participation

Young at Art will work to make the arts as accessible as possible to all children and young people.

Opportunities will be age appropriate and may suggest options for future engagement; develop skills, employability and relationships; and help children and young people to look at the world differently.

- To pilot new routes of access for children and young people to mainstream cultural provision
- To work collaboratively with youth, arts and community organisations to increase cultural and civic ownership by children and young people
- To generate alternative opportunities for engagement in cultural provision (e.g. volunteering)